

Promotion Description

Alternate Channel Sweepstakes

Proposed Promotion

Beginning May 1, 2005 and ending August 31, 2005, customers residing in or moving into MDU (Multiple Dwelling Unit) locations that have contracts with BellSouth will have access to (in their MDU's leasing office) marketing material promoting the sale of BellSouth Service. This material will offer customers a chance to win an MP3 player and as an incentive to place their order online.

Promotion Specifics

1. MDU residents can qualify for the MP3 Sweepstakes by purchasing BellSouth service via expresshomeconnect.com or other BellSouth partner channel URLs.

Promotion Restrictions

1. Offer available only to customers establishing new service or transferring existing service online in an MDU with whom Bellsouth has a contract.
2. The customer must place the order on or before August 31, 2005.
3. Offer valid for only one (1) service line per local service address.
4. The customer must place their order through the specified sales channels.
5. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
6. Offer is not available for orders placed using BellSouth.com.
7. Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.

Tariff Filing Package Number: FL 2005-069

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

- A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth Alternate Channel Sweepstakes	Customers residing in or moving into MDU (Multiple Dwelling Unit) locations that have contracts with BellSouth will have access to marketing material promoting the sale of BellSouth service. This collateral will offer free music downloads and a sweepstakes to win an MP3 player as an incentive to place their order online.	5/1/05 to 8/31/05 (N)
		Rules And Regulations	(N)
		MDU residents can qualify for the MP3 Sweepstakes by purchasing BellSouth service via expresshomeconnect.com or other BellSouth partner channel URLs.	(N)
		--Offer available only to customers establishing new service or transferring existing service online in an MDU with whom BellSouth has a contract.	(N)
		--The customer must place the order on or before August 31, 2005.	(N)
		--Offer valid for only one (1) service line per local service address.	(N)
		--The customer must place their order through the specified sales channels.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		--Offer is not available for orders placed using BellSouth.com .	(N)
		--Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.	(N)

ISSUED: April 15, 2005

EFFECTIVE: May 1, 2005

BY: Joseph P. Lacher, President -FL
 Miami, Florida

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth Alternate Channel Sweepstakes</u>	<u>Customers residing in or moving into MDU (Multiple Dwelling Unit) locations that have contracts with BellSouth will have access to marketing material promoting the sale of BellSouth service. This collateral will offer free music downloads and a sweepstakes to win an MP3 player as an incentive to place their order online.</u>	<u>5/1/05 to 8/31/05</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>MDU residents can qualify for the MP3 Sweepstakes by purchasing BellSouth service via expresshomeconnect.com or other BellSouth partner channel URLs.</u>	(N)
		<u>--Offer available only to customers establishing new service or transferring existing service online in an MDU with whom BellSouth has a contract.</u>	(N)
		<u>--The customer must place the order on or before August 31, 2005.</u>	(N)
		<u>--Offer valid for only one (1) service line per local service address.</u>	(N)
		<u>--The customer must place their order through the specified sales channels.</u>	(N)
		<u>--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</u>	(N)
		<u>--Offer is not available for orders placed using BellSouth.com.</u>	(N)
		<u>--Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.</u>	(N)